

Message Text

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PAGE 01 STATE 059061

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INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/OIM/DKKATZ/ASD

APPROVED BY EB/OCA/CBERLIN

COM/BIC/OIM/RGARNITZ

COM/BIC/OIM/JDOYLE

COM/BIC/OIM/RKELLY

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FM SECSTATE WASHDC

TO AMCONSUL BOMBAY

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AMEMBASSY COLOMBO

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AMEMBASSY ISLAMABAD

AMEMBASSY KABUL

AMCONSUL KARACHI

AMEMBASSY KATHMANDU

AMCONSUL LAHORE

AMCONSUL MADRAS

AMEMBASSY NEW DELHI

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E.O. 11652: N/A

TAGS: BGEN; XD

SUBJECT: SOUTH ASIA COMMERCIAL OFFICERS CONFERENCE

REF: STATE 009634

1. PRESENT AGENDA FOR SUBJECT CONFERENCE INCLUDES PANEL

UNCLASSIFIED

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PAGE 02 STATE 059061

ON MANAGEMENT OF EXPORT EXPANSION PROGRAMS ON AFTERNOON OF

SECOND DAY--45 MINUTES FOR WASHINGTON PERSPECTIVE, FOLLOWED BY 45 MINUTES FOR MISSIONS PERSPECTIVE, FOLLOWED BY 75 MINUTES OF DISCUSSION BY ALL CONFERENCE PARTICIPANTS. FOR POST PERSPECTIVE, STATE/COMMERCE PROPOSE BRUCE AMSTUTZ (ISLAMABAD), JAMES HAWLEY (COLOMBO), AND JOSEPH O'BRIEN (BOMBAY).

2. PROPOSE AMSTUTZ AS CHAIRMAN OF THIS PANEL. WE WOULD DISCUSS MANAGEMENT OF POST COMMERCIAL PROGRAMS FROM VIEW-POINT OF SENIOR E/C OFFICER WITH RESPONSIBILITY FOR OVERALL MANAGEMENT. PROPOSE JAMES HAWLEY TO DISCUSS MANAGEMENT OF POST COMMERCIAL PROGRAM FROM VIEWPOINT OF E/C OFFICER WITH RESPONSIBILITY FOR DAY-TO-DAY MANAGEMENT. PROPOSE JOSEPH O'BRIEN TO DISCUSS MANAGEMENT OF POST COMMERCIAL PROGRAM FROM VIEWPOINT OF E/C OFFICER WITH RESPONSIBILITY FOR IMPLEMENTING DIRECTIVES AND PROGRAMS--INCLUDING AS

RELATES TO CCP. PARTICULARLY INTERESTED IN O'BRIEN'S EXPERIENCE WITH CAMPAIGN APPROACH AND ASSESSMENT OF THIS ORGANIZING TECHNIQUE AS METHOD TO BETTER POST'S COMMERCIAL EFFORTS.

3. EACH INDIVIDUAL PRESENTATION SHOULD TAKE APPROXIMATELY FIFTEEN MINUTES. IN PREPARING FOR PANEL, IN ADDITION TO DISCUSSING GENERAL MANAGEMENT PROBLEMS FOLLOWING QUESTIONS MIGHT BE CONSIDERED:

A. HAVE JUNIOR OFFICERS ASSIGNED AS (CAMPAIGN MANAGERS BEEN SUCCESSFUL IN SECURING MEANINGFUL SUPPORT FROM OTHER MISSION ELEMENTS AND, IF SO, WHAT APPROACHES DID THEY USE?

B. WHAT PROBLEMS/SOLUTIONS WERE ENCOUNTERED BY OFFICERS IN CONSULAR POSTS ASSIGNED AS NATIONAL CAMPAIGN MANAGERS (O'BRIEN-BOMBAY)?

C. ARE THERE ANY CCP-RELATED OR OTHER PROCEDURES IMPOSED BY WASHINGTON WHICH INHIBIT ACHIEVEMENT OF THE PRIMARY GOAL OF RESOURCE CONSERVATION? RECOMMENDATIONS FOR CHANGE?

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 059061

D. HAS THE CCP (OR SIMILAR MANAGEMENT TOOLS) HELPED THE POST INCREASE ITS INITIATIVE CONTACTS WITH THE LOCAL BUSINESS COMMUNITY?

E. WHAT IS THE ROLE OF THE FSL WITH THE E/C SECTION AND HOW SHOULD IT BE CHANGED SO THEY CAN MAKE GREATER CONTRIBUTION TO POSTS E/C OBJECTIVES AND PROGRAMS?

4. ON THIRD DAY OF CONFERENCE, PRESENT AGENDA ALSO INCLUDES SHORT DISCUSSION OF THE USE OF BILATERAL COMMISSIONS IN SUPPORT OF U.S. TRADE AND INVESTMENT OBJECTIVES. PROPOSE ROGER SEVERANCE (DELHI) GIVE FIFTEEN MINUTE PRESENTATION ON SUBJECT, WHICH WOULD THEN BE FOLLOWED BY FIFTEEN MINUTE DISCUSSION PERIOD.

5. IN VIEW THESE ASSIGNMENTS, HAWLEY AND SEVERANCE SHOULD DISREGARD FEBRUARY 27 LETTER FROM ROBERT WILBOURN, OFFICE OF EXPORT DEVELOPMENT REQUESTING THEM TO ACT AS FLOOR CHAIRMEN FOR OED WORKSHOPS MORNING APRIL 7. INSTEAD, REQUEST GORDON POWERS (ISLAMABAD) CHAIR DISCUSSION ON SECTIONS A THROUGH E OF AIRPOUCHED MATERIAL, AND CARROLL FLOYD (KABUL) CHAIR DISCUSSION ON SECTIONS F THROUGH I.

6. ON AFTERNOON, APRIL 6, OFFICE OF INTERNATIONAL MARKETING WILL HOLD TWO WORKSHOPS ON ITS INFORMATION AND EVENT PROMOTION PROGRAM FOLLOWING PRESENTATION OF THESE PROGRAMS BY OIM REPRESENTATIVE.

A. ROBERT ROSSELOT (KARACHI) REQUESTED CHAIR INFORMATION WORKSHOP, TO INCLUDE DISCUSSION OF ENTIRE RANGE OF INFORMATION ACTIVITIES UNDERTAKEN BOTH BY POSTS AND WASHINGTON COUNTRY MARKETING MANAGER GROUPS IN SUPPORT OF U.S. EXPORT EXPANSION. INDUSTRY RESEARCH AND COUNTRY MARKETING INFORMATION PROGRAMS SHOULD BE DISCUSSED, INCLUDING POSSIBLE WAYS TO IMPROVE BOTH INFORMATION, GATHERING AND DISSEMINATION TECHNIQUES.

B. PAUL RAY (DELHI) REQUESTED CHAIR EVENT PROMOTION WORKSHOP, TO INCLUDE DISCUSSION OF ALL PRESENT PROMOTIONAL VEHICLES USED IN SOUTH ASIA, ALONG WITH ANY RECOMMENDATIONS.

UNCLASSIFIED

PAGE 04 STATE 059061

TIONS FOR NEW TECHNIQUES THAT MIGHT BE APPROPRIATE AND FEASIBLE FOR SOUTH ASIAN MARKETS. DISCUSSION SHOULD ALSO INCLUDE HOW OTHER POSTS MIGHT COOPERATE WITH POST HOSTING PARTICULAR EVENT IN ORDER TO MAXIMIZE EFFECTIVENESS OF EVENT OVER AS WIDE GEOGRAPHIC AREA AS POSSIBLE.

7. ALL PANELISTS REQUESTED CONFIRM TO STATE AND USDOC BY MARCH 16 THEIR WILLINGNESS TO SPEAK ON OR CHAIR FOREGOING TOPICS.

8. ALL POSTS REQUESTED CABLE WASHINGTON AND COLOMBO BY MARCH 19 REGARDING ETA AND ETD COLOMBO (BOTH DATES AND FLIGHT NUMBERS) IN ORDER TO FIRM UP HOTEL RESERVATIONS AT LANKA OBEROI.

9. SEPTELS WITH AGENDA AND FISCAL DATA FOLLOWING SHORTLY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE059061
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/DKKATZ/ASD
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760092-0275
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760370/aaaacjyy.tel
Line Count: 171
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 9634
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUL 2004 by vandyklc>; APPROVED <23 AUG 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SOUTH ASIA COMMERCIAL OFFICERS CONFERENCE
TAGS: BGEN, XD
To: BOMBAY MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006